

Message Text

UNCLASSIFIED

PAGE 01 HONG K 13867 101703Z

ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----048762 110816Z /11

R 100902Z NOV 77

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 7694

INFO USDOC WASHDC

UNCLAS HONG KONG 13867

E.O. 11652: N/A

TAGS: BEXP, HK

SUBJECT: CCP '77 FOURTH QUARTER REPORT

REF: STATE 257002

1. ALL MAJOR CAMPAIGN AND NON-CAMPAIGN OBJECTIVES FOR THE 1977 CCP WERE MET OR EXCEEDED WITH THE EXCEPTION OF THOSE EVENTS CANCELLED BY USDOC OR, AS IN THE CASE OF THE ELECTRONICS COMPONENTS TECHNICAL SEMINAR, RESCHEDULED BY THE POST.

2. THE LAST QUARTER WAS A DIFFICULT ONE FOR THE POST IN THAT WE LOST TWO SENIOR COMMERCIAL SPECIALISTS WITHOUT WARNING. THE SLOTS REMAINED OPEN FOR OVER THREE MONTHS DEPRIVING US OF SUBSTANTIAL SERVICES AND WERE ONLY FILLED AT THE VERY END OF THE CCP YEAR.

3. AMERICAN FORTNIGHT ACTIVITIES BEGAN TO ABSORB STAFF TIME DURING THE FOURTH QUARTER AND PROCUREMENT WAS BEGUN FOR THE COMMERCIWP EVENTS PROGRAM. A FULLER REPORT ON FORTNIGHT WILL BE SUBMITTED AS PART OF THE FIRST QUARTER 1978 CCP REPORT.

4. DURING THE FOURTH QUARTER, THE POST SUBMITTED 63 WTDRS, 11 ADS, 45 TOPS, AND PROVIDED BRIEFINGS FOR UNCLASSIFIED

UNCLASSIFIED

PAGE 02 HONG K 13867 101703Z

17 PRESCHEDULED BUSINESS VISITORS. MAIN NON CCP EVENT WAS MISSISSIPPI STATE IOGA TRADE MISSION FOR WHICH POST PROVIDED SUBSTANTITAL PROFESSIONAL INPUTS.

5. LESSONS LEARNED: TO EFFECTIVELY PROMOTE U.S. GOODS IN HONG KONG ONE MUST CHOOSE BETWEEN A THEME WITH SEMI-UNIVERSAL APPEAL SUCH AS BUSINESS USA WHICH

WAS ATTRACTIVE TO FIRMS SPREAD ACROSS SEVERAL INDUSTRIES OR RELATIVELY NARROW THEME PROMOTIONS FEATURING A DISCRETE AND NARROWLY DEFINED PRODUCT CATEGORY. CANDIDATES FOR SUCH PROMOTION MUST BE CAREFULLY SELECTED TAKING INTO ACCOUNT THE HIGHLY SPECIALIZED NATURE OF THIS ECONOMY DOMINATED AS AT IS BY JUST FOUR INDUSTRIES AND SKEWED HEAVILY TOWARD LIGHT INDUSTRY AND OFTEN CONTROLLED DIRECTLY OR INDIRECTLY BY FOREIGN CUSTOMERS. FOREGOING AHAS PARTICULAR APPLICABILITY TO MULTI-COUNTRY EVENTS IN WHICH HONG KONG IS ONE OF SEVERAL REGIONAL STOPS AND WHICH ARE DIRECTED AT A BROAD MIDDLE GROUNDING RATHER THAN THE SEMI-UNIVERSAL OR (AT THE OPPOSITE END OF TWO SPECTRUMS) DISCRETE PRODUCT GROUPS.

6. ONE MAJOR PROBLEM WHICH WE FORSEE IS SCHEDULING OF MULTI-COUNTRY EVENTS WITH HONG KONG AS ONE OF THE STOPS. OUR NEIGHBORS ALL HAVE HEAVY INDUSTRY, A REASONABLY BROAD INDUSTRY VMC VAND, WITH THE EXCEPTION OF SINGAPORE HAVE SUBSTANTIAL GEORGRAPHIC AREA AND POPULATION. THUS, A TRADE MISSION (AS ON EXAMPLE) WHICH IS AIMED SQUARELY AT ANY TWO OF OUR NEIGHBORS WILL PROBABLY STRIKE US A GLANCING BLOW IN THAT ONLY A MINORITY OF MEMBERS WILL FIT OUR HIGHLY SPECIALIZED MARKET.

7. OUR PRELIMINARY PLANNING FOR FY1979 IS TAKING THESE REVIEWS INTO ACCOUNT AND WE ANTICIPATE A PROGRAM
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 HONG K 13867 101703Z

WHICH WILL LEARN TOWARD MINI SHOWS. FOR FY 1978 WE HAVE NOW PLANNED TWO SUCH PROGRAMS: DECEMBER 1977 A TECHNICAL SEMINAR ON SELECTED ELECTRONIC COMPONENTS AND APRIL A PRODUCT EXHIBITS AND SEMINAR ON NEW TECHNOLOGY TEXTILE MACHINERY. WE WOULD LIKE TO DEVELOP A REGULAR PROGRAM OF MINI EVENTS AND WOULD APPRECIATE ANY SUGGESTIONS THE WCAG MIGHT WISH TO SHARE WITH US.

8. EQUALLY IMPORTANT WILL BE CAREFUL SELECTION OF BROADER THEMES WHICH WILL PERMIT US TO JOIN IN MULTI COUNTRY PROGRAMS OR, LIKE BUSINESS USA, HONG KONG ONLY EVENTS. HOSPITAL/MEDICAL, PUMPS, VALVES AND COMPRESSORS ARE TWO WHICH COME TO MIND.

9. THE CCP TEAM LOOKS FORWARD TO WCAG COMMENTS.
SHOESMITH

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 10-Nov-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977HONGK13867
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770416-1197
Format: TEL
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771175/aaaacmai.tel
Line Count: 110
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 16bea91d-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 257002
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 26-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 644329
Secure: OPEN
Status: NATIVE
Subject: CCP \77 FOURTH QUARTER REPORT
TAGS: BEXP, HK
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/16bea91d-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009